

MASSACHUSETTS STATE EXPOSITION BUILDING

Exhibitor Guidelines 2018

Mission: The mission of the Massachusetts Building is to showcase Massachusetts agriculture, industry, culture and tourism through informational, educational, promotional and retail exhibits. The Massachusetts Department of Agricultural Resources (“MDAR”) invites Massachusetts organizations and businesses (“applicants”) to apply for the opportunity to exhibit in the Massachusetts Building (“Building”) at the Eastern States Exposition (“Exposition”) located in West Springfield, Massachusetts.

Dates: The dates for the 2018 Big E are September 14, 2018 through September 30, 2018.

Selection of Exhibitors: Each year, a blend of non-profit and for-profit entities are selected to occupy the exhibit areas in the Building in accordance with MDAR’s legislative mandate to use the Building for the purposes of exhibiting both agricultural and industrial products of the Commonwealth. This includes the two porch spaces on the side entrances closest to the front of the Building. Limited additional space may be available in the backyard for educational purposes only.

Deposit: Applications are only deemed complete when accompanied by a \$100.00 deposit (required with ALL applications, including government agencies) made payable to the Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund. The deposit will be refundable to applicants who are not selected to exhibit in the Massachusetts Building. If not selected, the deposit will be returned after the selection process is completed.

Massachusetts Business/Non-profit: Applicants must also demonstrate that they are a Massachusetts entity that is registered and conducting business within the Commonwealth. Proof of such is required with the application. Proof may include a current:

- Certificate of Good Standing from the Secretary of the Commonwealth of Massachusetts
- Business certificate from the Massachusetts city/town in which business is conducted
- Non-Profit 501(c)(3) documentation
- Supporting documentation that describe the structure of the non-profit organization

DO NOT send copies of tax returns or other financial information that may include personal information, as all applications are subject to the Public Records law.

Application Due Date: A fully completed 2018 application must be received by the Department no later than 4:00 PM on Monday, March 12, 2018. Email a completed pdf form directly to katharine.meehan@state.ma.us or mail a signed original copy to MDAR at the address above, Attn: Katharine Meehan. Faxes will NOT be accepted.

Notification: Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and MDAR. Final selection and approval of all accepted applicants shall be made by MDAR.

New Applicants: First time applicants that qualify are required to attend New Applicant Presentation Day scheduled for Wednesday, March 28, 2018 (*snow date: Friday, March 30, 2018*) as part of the application process. A new applicant that is not available to attend New Applicant Presentation Day will not be considered and the application shall be deemed incomplete.

Sale of Alcohol: Guidelines that pertain to the sale of alcohol are as follows:

Farm Winery: One (1) applicant seeking to sell wine under the special farm winery license (M.G.L. c. 138, Section 15F) may be selected for the sale of wine produced by farmer-winery for off-premises consumption at indoor or outdoor agricultural events in the Building at The Big E. An accepted applicant must obtain its license directly from the Town of West Springfield and comply with all applicable laws, rules, and requirements set by MDAR, the Town of West Springfield, and the Commonwealth of Massachusetts. All Employees selling and sampling alcoholic beverage products must be TIPS certified. A copy of successful completion of certification must be provided to MDAR prior to the beginning of the Big E. A copy of the M.G.L. c. 138, Section 15F special license must be displayed in plain view during the duration of the Big E and a copy provided to MDAR at the time the license agreement is executed. The sale of alcoholic beverage products may begin no earlier than 10 AM each day, except for Sundays when it may begin no earlier than 12 PM, unless otherwise permitted by the Town of West Springfield in accordance with M.G.L. c. 138. The rental fee for a Farm Winery booth is assessed at the Food/Beverage rate.

Craft Beer: One (1) applicant seeking to sell craft beer may be selected for the sale of beer under a special license issued by the Town of West Springfield under M.G.L. c. 138 for on-premise consumption at the Massachusetts State Exposition Building at The Big E. An accepted applicant must obtain their license through the Exposition and comply with all applicable laws, rules, and requirements set by MDAR, the Exposition, the Town of West Springfield, and the Commonwealth of Massachusetts. All Employees serving beer must be TIPS certified. A copy of successful completion of certification must be provided to both MDAR and the Exposition prior to the beginning of the Big E. A copy of the M.G.L. c. 138, special license must be displayed in plain view during the duration of the Big E and a copy provided to MDAR at the time the license agreement is executed. The sale of alcoholic beverage products may begin no earlier than 10 AM each day, except for Sundays when it may begin no earlier than 12 PM, unless otherwise permitted by the Town of West Springfield in accordance with M.G.L. c. 138. The rental fee for a Craft Beer booth selling alcoholic beverage products for on-premise consumption will be assessed at thirty-five percent (35%) of gross sales that shall be reported daily to the Building Manager, unless other arrangements have been made. "Gross Sales" shall be defined as total sales less Massachusetts Sales Tax. Failure to report and pay in a timely manner may cause temporary suspension or permanent revocation of your license and may prevent future participation in the Building at the Big E.

The Exposition will be the Massachusetts Alcoholic Beverages Control Commission license holder. All wholesale beer purchases by the accepted applicant must be made through a distributor deemed acceptable by the Exposition. A list will be provided to the accepted applicant. All wholesale distributor invoices must be paid directly by the Exposition, and the

Exposition will re-bill amounts paid to the applicable purchasing accepted applicant. All orders for alcoholic beverage products must be placed through a designated wholesale distributor and delivered via such wholesale distributor's delivery vehicles. No products may be purchased, delivered, or sold by the accepted applicant by any other means.

All beer must be served in a plastic cup. Patrons shall not carry beer bottles (glass, plastic or aluminum) or cans anywhere on the grounds. Alcoholic beverage products sold by the accepted applicant in any form of container must be poured into a cup. Suggested pricing will be provided prior to the execution of the license agreement.

The Exposition requires, in addition to insurance coverage required under the terms of the license agreement with MDAR, a minimum of \$1,000,000 in liquor liability insurance coverage. The "Eastern States Exposition" and the "Commonwealth of Massachusetts" must be named as an additional insured and the coverage must be issued by an "A" or better A.M. Best rated insurance carrier.

MDAR will maintain a "zero tolerance" policy as it relates to the guidelines pertaining to the sale of alcohol. If you are found to be in violation of compliance with abovementioned guidelines, your exhibitor privileges will be suspended for the remainder of the fair and may prevent future participation in the Building at the Big E. MDAR retains the sole discretion and right to close beer sales at any time.

BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES AND LICENSING AGREEMENTS:

Exhibitor Fee Schedule:

	For Profits	Non-profits
Hard goods (non-food)	\$ 25 / sq. ft.	\$ 15 / sq. ft.
Food and/or Beverage	\$ 30 / sq. ft.	\$ 20 / sq. ft.
Alcoholic Beverage (on-premises consumption)	35% of gross sales	35% of gross sales
Porch space	\$ 100 / day	\$ 100 / day
Education only	n/a	\$ 0

Non-Profit "Education Only" booths that do not sell any food, beverage or hard goods at the exhibit booth and that only provide an educational opportunity will only be responsible for paying the \$100.00 deposit.

Rental fee (minus \$100.00 deposit) is due in full by the last day of the Big E (September 30, 2018). Any payments made after September 30, 2018 will be assessed a \$25.00 late fee per each day past due. Exhibitors not in compliance may have their application denied the following year.

Products and Services: Food and beverage, hard goods and other products or services must be local (i.e., grown, produced, or manufactured in Massachusetts). They must also be available

commercially on a regular basis in Massachusetts (i.e. year-round availability online or in-store, not just during the Big E).

License Agreements: Accepted applicants must enter into a Licensing Agreement or Lease Agreement, if applicable, with MDAR by Friday, August 3, 2018. The License Agreement must be executed and the required insurance must be in affect before any accepted applicant can enter the Massachusetts Building for the purpose of preparing their assigned booth space for the 2018 Big E Fair.

Licensing, sub-licensing, leasing, and/or sub-leasing any or part of booth area without approval of the Building Manager is prohibited.

Any applicant that fails to enter into a licensing or lease agreement with MDAR will not be allowed as an exhibitor in the Massachusetts Building during the Big E.

Booth space inside the Building is for the entire seventeen (17) day fair, unless special arrangements have been made beforehand with the Building Manager.

Booth space located on the side porches of the Building may be licensed for one (1) day up to seventeen (17) days. Based on demand for porch space, Building Management may not be able to fulfill the total number of days requested for those wanting to exhibit on the Building porch.

MINIMUM REQUIREMENTS FOR ALL EXHIBITORS

Public Health Requirements

Accepted applicants must comply with all applicable public health requirements. Accepted applicants serving food and/or beverage are required to obtain a permit from the West Springfield Board of Health. Applications are available through the Town of West Springfield website. Permit applications and payments are to be sent directly to the West Springfield Board of Health by their designated deadline. Deadline for permit applications is thirty (30) days prior to the event. MDAR is not responsible for missed deadlines, which may result in the inability to be a vendor in the Massachusetts Building. Details for public health requirements can be found: <http://www.townofwestspringfield.org/health-department>

Insurance Requirements

All exhibitors participating in the Massachusetts Building must, at their own expense, in a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

General Liability Insurance

Bodily Injury/Property Damage – limits of \$1,000,000.00 per occurrence

Products/ Completed Operation – limits of \$1,000,000.00 per occurrence

Workers' Compensation Insurance (if required)

All policies must name the Commonwealth of Massachusetts as an additional named insured with respect to all operations in conjunction with the Massachusetts State Building/Massachusetts Department of Agricultural Resources.

The duration of the additional names insured status shall be for the entire months of August, September and through the first seven (7) days in October (August 1, 2018 to October 7, 2018). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Rental fee, certificate of insurance and all applicable license or lease agreements must be received by the Department on the date designated in the document entitled: "Massachusetts Exposition Building Exhibitor Guidelines" and the document entitled "Massachusetts State Exposition Building Exhibitor Application Form." In the event that an exhibitor fails to comply with the terms and conditions contained herein, "Operating Rules for Exhibitors", and/or in any other rules regarding the Big E, the Department may exclude such party either before the commencement of the Fair and/or at any time during its operation.

Applicants must comply with all applicable local, state and federal laws and regulations and the provisions set forth in the "Massachusetts Exposition Building Exhibitor Guidelines" and the "Massachusetts State Exposition Building Exhibitor Application Form" and "Operating Rules for Exhibitors" and at all times when in the Building.

MDAR reserves the right to remove an exhibitor from the Building at any time in the event that an exhibitor fails to comply with the provisions of the "Massachusetts Exposition Building Exhibitor Guidelines", the "Massachusetts State Exposition Building Exhibitor Application Form" and the "Operating Rules for Exhibitors."